The NATION'S BUSINESS Index - 1988

(Volume 76 : Numbers 1 - 12)

SUBJECT INDEX

A

ACCOUNTING
Benefits-Rule Migraine [10/88-p22]
Above-Board Bottom Lines [10/88-56]

ACCOUNTS PAYABLE & RECEIVABLE
Rooting For Truffles (Installment sales) [3/88-p74]
Improving The Prompt Payment Act [5/88-p14]
Collecting Receivables [8/88-p12]
Pressing Uncle Sam To Pay Up On Time [12/88-p6]

ACQUISITIONS see Mergers, Acquisitions & Divestitures

ADVERTISING see also Marketing
The Clay's The Thing [12/88-p57]
A Coupon Concept [12/88-p58]

AGRIBUSINESS see also Food Industry & Trade
The Sweet Taste Of Success [3/88-p33]
Dwindling Numbers On The Farm [4/88-p16]
Direct Line: The Kiwi To Success [6/88-p56]
Direct Line: Money-Making Mushrooms [10/88-p89]
Direct Line: Fishing For Start-Up Assistance [11/88-p8]
Direct Line: Produce Growth [12/88-p34]

AIDS (ACQUIRED IMMUNE DEFICIENCY SYNDROME
AIDS Education On The Job [3/88-p66R*]

AIR POLLUTION see Environment

AIRCRAFT, AIRLINES & AIRPORTS
The Big Tent (Flight-training school) [3/88-p81]

AMERICAN-MADE GOODS
Walton's Mountain (Sam Walton's "Buy American" program) [4/88-p18]

APPAREL see Clothing

ART & PHOTOGRAPHY
Transparent Treasures [1/88-p41]
Sharpen Your Focus And Aim High [8/88-p9]
Coin-Op Pop Art [8/88-p55]
Working For "Peanuts" [11/88-p65]

AUSTRALIA
Special Advertising Section: Australia [2/88-p47]

AUTOMOBILES & TRUCKS
One-Stop Car Shopping [1/88-p42]
Direct Line: Steering In The Right Direction [3/88-p72]
An Auto Dealer With Drive [4/88-p67]
To Lease Or Not To Lease [5/88-p30]
Trucks: Bargains By The Truckload In New Models [10/88-p43]
Driving Rich [10/88-p82]
Mack Trucks' Turnaround [11/88-p60]

AWARDS & HONORS
Beating The Odds (Recipients of Women of Enterprise Awards) [9/88-p40]

B

BANKRUPTCY
Business Failures Decline [4/88-p12]

BANKS & BANKING see also Credit; Credit Cards; Economic Development; Loans; Venture Capital
Banks That Can Aid Exporters [1/88-p28]
Congress Considers Financial Reform [8/88-p12]
The Best From Your Banker [9/88-p64]
Nondeductible Bank Fees [12/88-p56]
The Difference A Day Makes [12/88-p56]

BEAUTY & GROOMING PRODUCTS
Making A Mark--Beautifully [1/88-p24R*]
Direct Line: Hair Care For China [12/88-p34]

BLACKS see Minorities

BOARDS OF DIRECTORS see Corporations

BONDS see Securities

BRAZIL
Special Advertising Section: Brazil/ U.S. Business: How It Is Working: How You Can Participate [4/88-p69]

BROKERS see Securities

BUSINESS CLIMATE INDEXES see Economic Indicators & Indexes

BUSINESS CONDITIONS & FORECASTS see also Economic Conditions & Forecasts; Economic Indicators & Indexes
Cooling But Still Favorable [1/88-p16]
Small Firms Are Relatively Upbeat [1/88-p20]
What You Can Expect In '88 [1/88-p21]
1988 Forecast: Smooth Sailing [5/88-p37]
Ringing In Better Sales [6/88-p10]
The Bulls Are Loose On The Factory Floor [7/88-p10]
But Bears Prowl The Defense Industry [7/88-p10]
Business Remains Optimistic [9/88-p15]
Manufacturing Climate: Fair And Mild In New Hampshire [10/88-p10]
Confidence Grows For Small Business [11/88-p16]
Hot New Markets Of The 1990s [12/88-p20]

BUSINESS EDUCATION see Colleges & Universities; Education & Job Training

BUSINESS TAXES see also Income Tax; Taxation; U.S. Govt.--Internal Revenue Service
A Post-Reform Tax Review [1/88-p60]
Setback For Service Tax [2/88-p12]
More Tax Changes In '88 [2/88-p28]
Entertaining A Tax Deduction [3/88-p55]
Rooting For Truffles (Installment sales, hostile takeovers; limited partnerships) [3/88-p74]
Tax Hikes May Reach Services [4/88-p33]
To Lease Or Not to Lease [5/88-p30]
AMT: Going By The Book (Alternative Minimum Tax) [5/88-p76]
Deducting Business Travel: How Far Can You Go? [6/88-p58]
Double, Bubble, VAT Of Trouble (Value Added Tax) [7/88-p12]
Label That Check! [7/88-p55]
More On The Corporate AMT [8/88-p60]
Deadline Looms On Proposal For Worker Education [10/88-p10]
Act Now To Avoid Double Taxation [11/88-p10]
Early Returns Show Concern On Tax Changes [11/88-p17]
The Real Value Of Expense Accounts [11/88-p75]
Keep Records Businesslike [11/88-p75]
Depreciating Customer Lists [12/88-p56]

C

CANADA
Opening Up Canada [1/88-p12]
U.S.-Canadian Trade--Free At Last? 4/88-p30]
Whipping Up Trading Fervor [8/88-p13]
Congressional Alert: Canada-U.S. Free-Trade Pact [9/88-p70]

CAPITAL see Economic Development; Venture Capital

CATALONIA
Special Advertising Section: Catalonia [5/88-p66]

CENSUS see Demographics; Economic Indicators & Indexes

CHARITABLE CONTRIBUTIONS & VOLUNTEERISM
Volunteering To Help Your Career [4/88-p58]
Donating Excess Inventory [10/88-p10]

CHILD CARE see Day-Care; Employee Benefits

CHILDREN & YOUTH
The "Kiddie Tax" Is No Kids' Stuff [1/88-p36]

* Page numbers followed by letters are from sections not included in all editions.

To Be Young And In Business [3/88-p63]
Taxing The Children Of Divorce [10/88-p84]
Prepaying Tuition Gets Tougher [11/88-p74]

CHILE
Special Advertising Section: Chile [10/88-p63]

CLOTHING
Having A Foot Ball [2/88-p75]
The Sweet Smell Of, Well... [8/88-p56]
Direct Line: Opening A Bridal Shop [9/88-p66]

COLLEGES & UNIVERSITIES see also Education & Job Training
ConSern Can Help With College Fees [2/88-p37]
From Boardroom To Classroom [2/88-p40]
Many Firms Ask About ConSern [4/88-p16]
Building A Business As A Matter Of Course [4/88-p42]
Campus Connections For Family Business [9/88-p26]
A Loan Program For College Costs (ConSern) [9/88-p52]
Prepaying Tuition Gets Tougher [11/88-p74]
Colleges, Like Companies, Need Vision To Succeed [12/88-p12]
The High Cost Of Education [12/88-p56]

COMMUNICATION see also Management; Telecommunications
Learning What Workers Think [8/88-p32]
Smile When You Answer That [10/88-p68]

COMPETITIVENESS see International Trade

COMPUTER CRIME see Crime

COMPUTERS & SOFTWARE
How To Buy The Right PC [1/88-p39]
Tackling Office Tasks With High-Tech Tools [2/88-p66]
Moving Exports By Computer [3/88-p42]
PCs On The High Seas [4/88-p28]
Trading Software [4/88-p28]
Let Your PC Comb The Archives [4/88-p53]
Shareware: Almost-Free Software [4/88-p54]
Leading Vendors Of Online Information [4/88-p55]
Uncle Sam's Free Facts [4/88-p55]
Direct Line: Computer Instructions [4/88-p60]
Voice Mail Keeps You In Touch [6/88-p54]
Selling Used Computers [7/88-p12]
Direct Line: Home-Based Database [7/88-p38]
Where Women Are Welcome [8/88-p26R*]
A Look At Apple's Mac [8/88-p28]
NB Tips: WESTLAW--legal, business and financial information for small businesses [9/88-p16]
PC Software's Next Big Step (OS/2) [9/88-p48]
High-Tech Tutoring [10/88-p32]
Software For Business Plans [11/88-p12]
"Treat Customers With Respect" [11/88-p30]
Direct Line: No-Strings Advice (Independent Computer Consultants Association) [12/88-p34]

CONSTRUCTION see also Government Procurement; Housing
Business Targets Labor's Wish List (Double-breasting) [1/88-p32]
Congressional Alert: Davis-Bacon Reform [2/88-p87]
Congressional Alert: Union Advantage In Construction [5/88-p82]
From The Ground Up [6/88-p37]
Congressional Alert: Davis-Bacon Reform [10/88-p88]

CONSULTANTS
The Big Tent [3/88-p81]
Carry-Out Consultants [6/88-p50R*]
Taking Stock Of Your Broker [7/88-p34]
Direct Line: Financial Advice [8/88-p45]
Family Business: A Hot Market [9/88-p22]
Hiring A Consultant For A Family Firm [9/88-p28]
Direct Line: Consulting The Consultants [10/88-p89]
Direct Line: No-Strings Advice [12/88-p34]

CONSUMERS
Consumers Remain Relatively Confident [3/88-p14]
Training Your Eye To See The Future [3/88-p51]
Stashing The Plastic [5/88-p16]
Hot New Markets Of The 1990s [12/88-p20]

CONTRACTS (GOVERNMENT) see Government Procurement

CORPORATIONS see also Corporations (Specific); Entrepreneurs; Family Businesses; Management; Mergers, Acquisitions & Divestitures; Small Business
Direct Line: Recycling Annual Reports [7/88-p38]
Business Plans: Myth And Reality [8/88-p16]
Business Plans By The Book [8/88-p18]
What's In A Business Plan? [8/88-p20]
Get Full Value From Your Plan [8/88-p21]
Direct Line: To Incorporate, Or Not To Incorporate [10/88-p89]
The IRS Targets Directors' Keoghs [11/88-p74]

CORPORATIONS (SPECIFIC) see also Making It in Regular Features and Special Sections portion of Index
AUS, Inc.--The Big Tent [3/88-p81]
Cardinal Industries--Home, Sweet Modular Home [4/88-p93]
Circuit City--"A Big Focus On Service" [11/88-p28]
Egghead Software--"Treat Customers With Respect" [11/88-p30]
Harman International Industries--Jumpin' With Symphony Sid [10/88-p94]
Iams Co.--Going To The Dogs (And Cats) [7/88-p26]
J.P. Industries--A Greek With A Word For It [8/88-p69]
Karcher (Carl) Industries--Building On A Better Burger [1/88-p63]
Mack Trucks, Inc.--Mack Trucks' Turnaround [11/88-p60]
NFL Films, Inc.--NFL Films Is Scoring High [9/88-p44]
Schwab (Charles) Corp.--Looking To The Long Term [12/88-p43]
Sevin Rosen Management Co.--A Rosen By Any Other Name... [5/88-p45]
Southeastern Metals Manufacturing Co.--Woman Of Steel [2/88-p85]
Tata Enterprises--Tata Group: India's Industrial Pioneer [12/88-p34G*]
TCBY Enterprises--Cold Product, Hot Company [9/88-p77]
Wal-Mart Stores, Inc.--Walton's Mountain [4/88-p18]

CREDIT see also Banks & Banking; Loans
NB Tips: Booklet, "A Guide To Business Credit and the Equal Credit Opportunity Act" [7/88-p12]
Congressional Alert: The Third World's Debt Crisis [12/88-p66]

CREDIT CARDS
Scalpel, Sutures, Credit Card... [4/88-p56R*]
Stashing The Plastic [5/88-p16]

CRIME
Fighting Computer Crime [2/88-p14]
Victims Of Crime Should Not Be "Fined" [3/88-p4]
Editorials: Don't Let Anti-Mob Statute Become A Mobster Itself [6/88-p68]
Clamp A Lid On Company Secrets [7/88-p30]
Ways To Cut Employee Theft [9/88-p15]
Your Worker's Crime May Make You Pay [12/88-p38]
Congressional Alert: White-Collar Crime (RICO reform) [12/88-p66]

D

DAY-CARE see also Employee Benefits
Caring For The Children [5/88-p18]
Congressional Alert: Child-Care Options [6/88-p67]
Looking At Child Care [8/88-p11]
Direct Line: Adult Day Care [9/88-p66]
Direct Line: Employer-Sponsored Day Care [11/88-p8]

DEFENSE INDUSTRY see Government Procurement

DEMOGRAPHICS see also Economic Indicators & Indexes
Dwindling Numbers On The Farm [4/88-p16]
U.S. Population Trends [5/88-p14]
Direct Line: Data, Data Everywhere [11/88-p8]
Hot New Markets Of The 1990s [12/88-p20]

DISCRIMINATION see Employees; Employment; Women

DIVESTITURES see Mergers, Acquistions, Divestitures

DIVERSIFICATION
If At First You Do Succeed [6/88-p14]
Don't Get Tangled In Overgrowth [6/88-p18]
Advice From A Man Who Has Diversified [6/88-p20]
From The Ground Up [6/88-p37]

* Page numbers followed by letters are from sections not included in all editions.

DIVORCE
Labor Of Division: Taxes After Divorce [7/88-p56]
Taxing The Children Of Divorce [10/88-p84]

DOLLAR, VALUE OF
The Value Of Your 1988 Dollars [5/88-p78]

E

ECONOMIC CONDITIONS & FORECASTS see also Business Conditions & Forecasts; Economic Indicators & Indexes
Cooling But Still Favorable [1/88-p16]
Forecasting From A Limb: No Tough Recession Ahead [1/88-p37]
Editorial: New Year's Resolution: Take "Great Care...With Major Economic Decisions" [1/88-p65]
Continued Growth Ahead [6/88-p10]
No Slowdown Of Growth [8/88-p10]
Editorials: Selling This Economy Short Is Not A Very Wise Investment Decision [10/88-p96]
Help The Economy Wtih A "K.I.S.S." [12/88-p29]

ECONOMIC DEVELOPMENT see also Special Advertising Sections in Regular Features and Special Sections portion of Index
An Innovative Business Tool [2/88-p42]
Cities Promote Small Business [2/88-p74]
Economic Development: The Appeal Of Privatization [5/88-p42A*]
Corporate Househunting [5/88-p42L*]
Serving Business, Serving The Public [11/88-p44A*]
Guide To Incentives [11/88-p44B*]

ECONOMIC INDICATORS & INDEXES
Cooling But Still Favorable [1/88-p16]
Consumers Remain Relatively Confident [3/88-p14]
Prime Rate And CPI [4/88-p14]
U.S. Population Trends [5/88-p14]
Exports Show Strength [5/88-p16]

EDUCATION & JOB TRAINING see also Colleges & Universities
"Everyone...Will Have To Be Retrained Three Or Four Times" [2/88-p22]
AIDS Education On The Job [3/88-p66R*]
Ask Not For Whom The School Bell Tolls [4/88-p86]
Congressional Alert: Tax Incentives For Education [5/88-p82]
Deadline Looms On Proposal For Worker Education [10/88-p10]
Can Your Employees Read? [10/88-p26]
High-Tech Tutoring [10/88-p32]

EGYPT
Special Advertising Section: Egypt [1/88-p34A*]

ELECTRIC ENERGY see Energy Resources, Production & Use

ELECTRONICS INDUSTRY see also Computers & Software
Planned Obsolescence [3/88-p36]
The Electronic Blackboard [4/88-p65]
Jumpin' With Symphony Sid [10/88-p94]

EMPLOYEE BENEFITS see also Day-Care; Employees; Hiring & Firing; Health Insurance; Pensions & Pension Plans; Retirement
Business Targets Labor's Wish List (Mandatory parental leave) [1/88-p32]
The Real Costs Of Benefits [2/88-p30]
Congressional Alert: Parental Leave [2/88-p87]
How Costly Are Mandated Benefits? [4/88-p14]
Ask Not For Whom The School Bell Tolls [4/88-p86]
Mandating Health Care Would Eliminate Jobs [5/88-p4]
Caring For The Children [5/88-p18]
Recognizing Quality Child Care [5/88-p20]
Public-Private Initiatives [5/88-p22]
Child Care By Consortium [5/88-p24]
Congressional Alert: Parental Leave [7/88-p62]
Nurturing Your firm Through A Baby Boom [9/88-p39]
Benefit-Rules Migraine [10/88-p22]
Mandated Benefits, Mandated Misery [10/88-p41]
Help At The Fare Box [10/88-p84]
Help For The Unemployed to Become Entrepreneurs [12/88-p6]
One Size Doesn't (Bene)fit All [12/88-p35]

EMPLOYEE OWNERSHIP
ESOPs Pay Off [6/88-p10]
Direct Line: Divided We Stand [11/88-p8]

EMPLOYEES see also Corporations; Employee Benefits; Hiring & Firing; Management; Relocation of Business
Motivating For Success [3/88-p18]
When The Thrill Is Gone [3/88-p31]
AIDS Education On The Job [3/88-p66R*]
Settling Conflict Among Your Workers [3/88-p70]
Errors On The Job Can Be Reduced [4/88-p62]
Employee Business Expenses [4/88-p86]
Misclassifying Workers [5/88-p16]
But For Employment Taxes, Think Four Years [5/88-p75]
Payroll Taxes: Accuracy Pays [6/88-p58]
Meet Your New Work Force [7/88-p14]
Clamp A Lid On Company Secrets [7/88-p30]
How "Independent" Are Contractors? [8/88-p62]
Ways To Cut Employee Theft [9/88-p15]
Good Followers Are Worth Training [9/88-p54]
Can Your Employees Read? [10/88-p26]
Look For Leaders On The Job [10/88-p67]

ENERGY RESOURCES, PRODUCTION & USE
Egypt's Black Gold [1/88-p34E*]
Congressional Alert: Domestic Energy [7/88-p62]

ENTERPRISE ZONES see Economic Development

* Page numbers followed by letters are from sections not included in all editions.

ENTREPRENEURS see also Business Incubation; Management; Venture Capital; Making It in Regular Features and Special Sections Portion of Index
Presidential Praise For Economic Expansion [1/88-p22]
Making A Mark--Beautifully [1/88-p24R*]
Direct Line: Crash Course In Business Plans [1/88-p34]
NB Tips: Revised edition of "The Business Planning Guide" [2/88-p14]
NB Tips: National Association for Female Executives offers start-up funds for women launching businesses) [2/88-p14]
SCORE Advises Small Businesses (Service Corps of Retired Executives) [3/88-p12]
"Entrepreneurial Euphoria" [3/88-p12]
To Be Young And In Business [3/88-p63]
A Profitable "Addiction" [3/88-p64]
Surviving A Start-Up With Sleeves Rolled Up [4/88-p4]
From Exec to Entrepreneur [4/88-p12]
NB Tips: New publication, "Free Money For Small Businesses and Entrepreneurs" [4/88-p16]
Building A Business: A Matter Of Course [4/88-p42]
About Entrepreneurship [4/88-p59]
Overcome Hurdles At Home: Export [6/88-p47]
Carry-Out Consultants [6/88-p50R*]
Fostering Entrepreneurship [7/88-p11]
NB Tips: Book, "Infopreneurs: Turning Data Into Dollars" [7/88-p12]
Sharpen Your Focus And Aim High [8/88-p9]
Business Plans: Myth And Reality [8/88-p16]
The Other CEO [8/88-p51]
Don't Let Lenders Curb Your Growth [9/88-p12]
A Measure To Help Women Entrepreneurs [9/88-p14]
Doing Good Business Even At The End [10/88-p6]
Survival Rates For Start-Ups [10/88-p8]
IRS Testing New Procedure [10/88-p10]
Add Your Name To The List [10/88-p37]
Zero In On Reality [10/88-p37]
Entrepreneurs' Bookshelf [10/88-p37]
Low Riding, High Flying [10/88-p87]
Starting Over Against The Odds [11/88-p53]
The Untypical Typical Millionaire [11/88-p62R*]
Help For The Unemployed To Become Entrepreneurs [12/88-p6]
"The Freedom To do It Your Way" [12/88-p59]

ENVIRONMENT
SARA Requirements (Superfund Amendments and Reauthorization Act) [5/88-p15]
Proposition 65's Chemical Spillover (California's Safe Drinking Water and Toxic Enforcement Act) [6/88-p12]
From The Ground Up [6/88-p37]
Congressional Alert: Clean Air [7/88-p62]

ESTATE PLANNING
NB Tips: Teleconference, "The Fine Art of Estate Planning" [5/88-p15]
Make Sure Your Business Outlasts You [9/88-p36]
Drafting Your Estate Plan [9/88-p37]
Don't Leave Confusion As Your Legacy [12/88-p32]

ETHICS see Management

EXECUTIVES
From Exec To Entrepreneur [4/88-p12]
Keeping Current [5/88-p38]
Keeping Fit [5/88-p41]
CEOs' Likes And Dislikes About Business Life [11/88-p18]
Starting Over Against The Odds [11/88-p53]

EXECUTIVES (SPECIFIC)
Alhadeff, Victor (Egghead Software) [11/88-p30]
Brennan, Joseph F. (AUS, Inc.) [3/88-p81]
Echikson, Richard (Tappan Capital Partners) [11/88-p32]
Evans, Jane (Montgomery Securities) [2/88-p40]
Gramling, Nadine (Southeastern Metals Manufacturing Co.) [2/88-p85]
Guirlinger, Austin (Cardinal Industries) [4/88-p93]
Harman, Sidney (Harman International Industries) [10/88-p94]
Hickingbotham, Frank D. (TCBY Enterprises) [9/88-p77]
Kanaga, William S. (1988-89 Chairman of U.S. Chamber of Commerce board) [6/88-p65]
Karcher, Carl N. (Carl Karcher Enterprises) [1/88-p63]
Mathile, Clayton L. (Iams Co.) [7/88-p26]
Psarouthakis, John (J.P. Industries, Inc.) [8/88-p69]
Reiffel, Leonard (Interand Corp.) [4/88-p65]
Rosen, Benjamin M. (Sevin Rosen Management Co.) [5/88-p45]
Schulz, Charles M. (Creative Associates) [11/88-p64]
Schwab, Charles (Charles Schwab Corp.) [12/88-p43]
Sharp, Richard L. (Circuit City) [11/88-p28]
Tappan, James C. (Tappan Capital Partners) [11/88-p32]
Walton, Sam (Wal-Mart Stores, Inc.) [4/88-p18]

EXERCISE see Health Care; Physical Fitness

EXPORT SALES see International Trade

F

FAMILY BUSINESSES
Bringing The Kids Into Your Business [2/88-p70]
Taking Stock Of Your Family Business [2/88-p72]
Keeping It In The Family [3/88-p14]
The Joy Of Family Meetings [6/88-p33]
Tragic Lessons From Louisville [6/88-p36]
New Journal On Family Firms [6/88-p36]
Beyond Scandal [8/88-p49]
Turning Children Into Managers [8/88-p49]
Damaging By The Numbers [8/88-p51]
The Other CEO [8/88-p51]
Family Business: A Hot Market [9/88-p22]
Campus Connections For Family Business [9/88-p26]
Hiring A Consultant For A Family Firm [9/88-p28]
Selling Father's Painful Legacy [9/88-p30]
Don't Leave Confusion As Your Legacy [12/88-p32]
Letting Go: An Act Of Courage [12/88-p32]
How To Retire And Stick To It [12/88-p33]
When Widows Take Charge [12/88-p40]

FEDERAL BUDGET, FEDERAL DEFICIT see U.S. Govt.--Budget

FINANCIAL PLANNING see Bankruptcy; Consultants; Estate Planning; Investment (Individual); Securities

FOOD INDUSTRY & TRADE
Direct Line: First Things First [2/88-p36]
Direct Line: Finding A Ready Buyer [7/88-p38]
The Pizza Diplomats [9/88-p59]
Cold Product, Hot Company [9/88-p77]
Direct Line: Keeping Business Secrets [11/88-p8]
"I Love To Feed People" [11/88-p76]

FRANCE
Special Advertising Section: France [3/88-p43]

FRANCHISING & LICENSING
Direct Line: Movies To Go [1/88-p34]
Direct Line: First Things First [2/88-p26]
Finding The Right Franchise [2/88-p53]
Franchise/Entrepreneurial Guide [2/88-p54-61]
Home Comforts Away From Home [3/88-p54]
Franchisors Show Their Wares [3/88-p61]
Direct Line: Steering In The Right Direction [3/88-p72]
Direct Line: Investigating Preliminaries [4/88-p60]
Getting Past The Hassles [5/88-p49]
The Great American Dream Machine: Crank Cautiously [6/88-p39]
Franchise/Entrepreneurial Guide [6/88-p40-46]
Franchisees' Support Systems [9/88-p61]
Is A Franchise In Your Future? Success: A Long-Term Proposition [10/88-p69]
1989 Franchise Guide [10/88-p70-80]
Do Your Franchise Homework [10/88-p70]
Ask The Franchisor, And Ask Yourself [10/88-p71]
Assuring Firm Legal Footing [10/88-p74]
Where The Money Is [10/88-p76]
Direct Line: Know Your Rights [10/88-p89]
Working For "Peanuts" [11/88-p64]
A Coupon Concept [12/88-p58]
Working On Workplaces [12/88-p61]

FREE TRADE see International Trade

G

GAMES see Sports, Hobbies & Games

GIFTS, GREETING CARDS & NOVELTIES
Basking In Reflected Glory [3/88-p34]
Direct Line: Games To Go [3/88-p72]
Direct Line: Protectable Verse [4/88-p60]

* Page numbers followed by letters are from sections not included in all editions.

Direct Line: Card Dealing [5/88-p52]
Do You Yell "Fore" Or "Fur"? [6/88-p38]
Direct Line; Public Displays [8/88-p45]
Coin-Op Pop Art [8/88-p55]
Direct Line: Greetings, By The Book [9/88-p66]
A Coupon Concept [12/88-p58]

GOLD SEE Investment (Individual)

GOVERNMENT PROCUREMENT
More Contracting Opportunities [1/88-p12]
Set-Aside Reforms Advance [1/88-p13]
NB Tips: Publication, "The Hidden $17 Billion U.S. Government Market" [1/88-p13]
Congressional Alert: "Contracting Out" [2/88-p87]
Improving The Prompt Payment Act [5/88-p14]
Direct Line: Government Contracts [6/88-p56]
The Defense Business Needs Small Business [7/88-p9]
But Bears Prowl The Defense Industry [7/88-p10]
Winning Government Business [7/88-p11]
Direct Line: Recruiting Military Business [8/88-p45]
Bidding For Success [9/88-p42R*]
NB Tips: Booklet, "How To Sell To The Federal Government" [11/88-p12]
Ways For Small Firms To Serve Uncle Sam [11/88-p12]
Pressing Uncle Sam To Pay Up On Time [12/88-p6]
NB Tips: Defense Dept. publication, "Small Business Subcontracting Directory" [12/88-p8]

GOVERNMENT REGULATION
Going Public Means Baring All [6/88-p28]
Editorials: Congress Should Listen To The Message It's Getting From Its Own Mail Room [6/88-p58]

H

HANDICAPPED
Direct Line: Hiring The Handicapped [2/88-p36]

HAZARDOUS WASTE see Environment

HEALTH CARE see also Health Insurance; Physical Fitness
Restyling Your Life To Shed Extra Pounds [1/88-p35]
Calm People Get Ulcers, Too [2/88-p77]
Get Worrying Under Control [3/88-p29]
AIDS Education On The Job [3/88-p66R*]
Are We Having Fun Yet? [3/88-p73]
Scalpel, Sutures, Credit Card... [4/88-p56R*]
Cholesterol Counts: What Do They Add Up To? [4/88-p85]
User-Friendly Hospitals [5/88-p74]
The Agony Of The Feet [6/88-p60]
Congressional Alert: Long-Term Health Care [6/88-p67]
Does Wellness Really Work? [8/88-p46]
Those Tender Tendons [8/88-p63]
Pain Management: Making The Unbearable Bearable [9/88-p63]
Gesundheit! [11/88-p70]
Examine Your Seat Of Power [12/88-p6]
When The Heart Stumbles [12/88-p53]

HEALTH INSURANCE see also Employee Benefits
Business Targets Labor's Wish List (Mandatory health insurance) [1/88-p32]
Congressional Alert: Mandated Health Benefits [4/88-p95]
Mandating Health Care Would Eliminate Jobs [5/88-p4]
Financial Time Bomb [5/88-p16]
Benefits-Rule Migraine [10/88-p22]
Mandated Benefits, Mandated Misery [10/88-p41]
Congressional Alert: Mandated Health Care [10/88-p88]

HIRING & FIRING see also Employment
Direct Line: Hospitable Headhunter [5/88-p52]
Clamp A Lid On Company Secrets [7/88-p30]
Firms Try Harder To Attract Workers [12/88-p6]
Your Worker's Crime May Make You Pay [12/88-p38]

HISTORY
A Window On Our Business Past (Hagley Museum and Library in Wilmington, Del.) [12/88-p46R*]

HOBBIES see Sports, Hobbies & Games

HOME-BASED BUSINESS
Direct Line: Home, Sweet Office [5/88-p52]
Direct Line: Home-Based Database [7/88-p38]
At Home On The Job: A Change Of Place For A Better Life [10/88-p36]

HONORS see Awards & Honors

HOTELS, MOTELS & INNS
Direct Line: Looking For B&B Advice (Bed-and-breakfast directory and assistance) [2/88-p36]
Home Comforts Away From Home [3/88-p54]
A Room At The Inn [8/88-p57]
Direct Line: B&Bs For Business Travelers [12/88-p34]

HOUSING
Home, Sweet Modular Home [4/88-p93]
He Wrote The Book [7/88-p51]

I

IMMIGRATION
Warnings Turn Into Fines [7/88-p11]
Worker Law Proves Workable--So Far [8/88-p30]
How The Law Works [8/88-p31]
NB Tips: Booklet, "How To Comply With The Immigration Reform Act [11/88-p12]

IMPORTING see International Trade

INCOME TAX see also Business Taxes; Taxation; U.S. Govt.--Internal Revenue Service
Tax-Audit Targets [1/88-p13]
The "Kiddie Tax" Is No Kids' Stuff [1/88-p36]
Injury--And Insult [1/88-p36]
A Post-Reform Tax Review [1/88-p60]
Upping The Ante On "Substantial Understatement" [2/88-p78]
IRAs: Still A Good Deal? [2/88-p78]
Can "Munis" Give You More Bang For A Buck? [2/88-p79]
Editorials: Reduce The Capital-Gains Tax To Spur Growth And Revenues [3/88-p83]
Last-Minute Tax Strategies [4/88-p44]
The Case Against Refunds [4/88-p44]
Ask Not For Whom The School Bell Tolls [4/88-p86]
Employee Business Expenses [4/88-p86]
Congressional Alert: Capital-Gains Tax Reduction [4/88-p95]
A Time To Throw, A Time To Keep [5/88-p75]
Damages: What's Taxable? [5/88-p75]
Better Late Than Never? Well, Yes and No [5/88-p76]
Editorials: Redo The Report On Capital Gains [5/88-p83]
Taking Some Of The Fun Out Of Foreign Travel [6/88-p58]
Payroll Taxes: Accuracy Pays [6/88-p58]
Label That Check! [7/88-p55]
Labor Of Division: Taxes After Divorce [7/88-p56]
The Roof Is Off Tax Shelters [8/88-p42]
Tax-Free, But At A Price [8/88-p60]
Asking To Be Audited: Sometimes It Makes Sense [8/88-p62]
Tell The IRS When You Move [8/88-p62]
Taking A Ride On The AMT (Alternative Minimum Tax bonds) [8/88-p64]
Congress Fires A Cannon To Kill A Gnat [9/88-p68]
Mortgage Interest: The Ground Shifts [10/88-p83]
The Cost Of Moving [10/88-p83]
Always Be Ready For An Audit [10/88-p84]
Taxing The Children Of Divorce [10/88-p84]
Look Again (Shudder) At Your W-4 [10/88-p84]
When A Pension Isn't A Pension [11/88-p72]
Prepaying Tuition Gets Tougher [11/88-p74]
The Real Value Of Expense Accounts [11/88-p75]
No Tax On Your Good Name [11/88-p75]
Temporary Work [11/88-p75]
Reporting Income [11/88-p75]
A Year-End Checklist... [12/88-p55]
...And Some Contrarian Advice [12/88-p56]
Keep Two Sets Of Books [12/88-p56]
Nondeductible Bank Fees [12/88-p56]
The High Cost Of Education [12/88-p56]
The Difference A Day Makes [12/88-p56]

INDIA
Special Advertising Section: India [12/88-p34A*]

INDIVIDUAL RETIREMENT ARRANGEMENTS see Pensions & Pension Plans; Retirement

INFLATION see Economic Conditions & Forecasts

INNS see Hotels, Motels & Inns

INSURANCE see also Health Insurance; Liability Insurance
Direct Line: Secondhand Information [4/88-p60]
Paring Your Premium [6/88-p26]

* Page numbers followed by letters are from sections not included in all editions.

NB Tips: Pamphlet: How To Manage Risk And Control Your Insurance Costs" [9/88-p16]

INTEREST RATES
Interest Rates Moderate [2/88-p12]
IRS Interest Rates Rise [2/88-p14]
Prime Rate And CPI [4/88-p14]
Interest Rates Should Fall In '89 [11/88-p10]

INTERIOR DECORATION
Direct Line: Designer Distributors [9/88-p66]

INTERNAL REVENUE SERVICE see U.S. Govt.--Internal Revenue Service

INTERNATIONAL TRADE see also Special Advertising Sections in Regular Features & Special Sections portion of Index
Commerce And The Constitution [1/88-p4]
Opening Up Canada [1/88-p12]
NB Tips: Business Opportunities, first magazine devoted exclusively to U.S.-German trade [1/88-p13]
Export Expertise [1/88-p13]
Banks That Can Aid Exporters [1/88-p28]
Help From Books And Seminars [1/88-p29]
Commerce Gets Mixed Reviews [1/88-p31]
Working Toward Cooperation (Japan) [1/88-p48]
Export Conferences For Small Firms [2/88-p14]
Exporting By The Book [2/88-p64]
Trade Bill Danger [2/88-p64]
Faster Export Licenses [3/88-p16]
Moving Exports By Computer [3/88-p42]
Sell Overseas At Trade Fairs [3/88-p57]
PCs On The High Seas [4/88-p28]
Trading Software [4/88-p28]
U.S.-Canadian Trade--Free At Last? [4/88-p30]
A Big Boost For Small Exporters [5/88-p12]
Exports Show Strength [5/88-p16]
Tough Trading In The Tea Leaves (Japan) [5/88-p43]
Direct Line: Importing Information [5/88-p52]
Overcome Hurdles At Home: Export [6/88-p47]
Direct Line: Stamp Of Approval [6/88-p56]
Direct Line: Indian Imports [7/88-p38]
Direct Line: Importing Inundation [7/88-p38]
Whipping Up Trading Fervor [8/88-p13]
SBA Gospel: Export, Export [8/88-p14]
Direct Line: Asian Imports [8/88-p45]
Editorial: A Formula For Improving America's Competitiveness In World Trade [8/88-p72]
A New Guide On Trade (Publication on Omnibus Trade and Competitiveness Act of 1988) [9/88-p16]
No Ebb Tide For Imports [9/88-p18]
For Information On Trade Missions [9/88-p41]
Direct Line: Selling The 'Skins Abroad [9/88-p66]
Congressional Alert: Canada-U.S. Free-Trade Pact [9/88-p70]
NB Tips: Revised edition, "Exporter's Guide to Federal Resources for Small Business" [10/88-p10]
Making Trade Freer, Fairer [10/88-p57]

NB Tips: Booklet, "How To Expand Your Market Through Exporting" [11/88-p12]
NB Tips: Pamphlet, "Export Marketing Primer" [11/88-p12]
Tapping Japan's Lucrative Market [11/88-p85]
How Commerce Helps You Export To Japan [11/88-p86]
U.S. Exports: Elastic Strength [12/88-p10]
Direct Line: Hair Care For China [12/88-p34]

INTERSTATE COMMERCE
Commerce And The Constitution [1/88-p4]

INVENTORS & INVENTIONS see Patents & Copyright

INVESTMENT (INDIVIDUAL) see also Securities
Investing: After The Fall [2/88-p25]
Watcher Of The Watchmen [2/88-p76]
Strategies For Small Investors [3/88-p75]
Time To Hunker Down [4/88-p87]
King Midas, Call Your Office [6/88-p59]
Getting With The Program [7/88-p22R*]
Taking Stock Of Your Broker [7/88-p24]
NB Tips: Book, "Investor Alert! How To Protect Your Money" [8/88-p12]

J - K

JAPAN
Working Toward Cooperation [1/88-p48]
Tough Trading In The Tea Leaves [5/88-p43]
Tapping Japan's Lucrative Market [11/88-p85]
How Commerce Helps You Export To Japan [11/88-p86]

JOB TRAINING see Education & Job Training

JOINT VENTURES see Special Advertising Sections in Regular Features and Special Sections portion of Index

KOREA
Special Advertising Section: Korea [7/88-p45]

L

LABOR LEGISLATION see also Construction; Employee Benefits; Health Insurance; Occupational Hazards & Injuries
Business Targets Labor's Wish List [1/88-p32]
Editorials: Labor's Legislative Push Is Under Way [4/88-p96]
High Marks For The 100th [12/88-p14]

LABOR UNIONS
An "Election Victory" For The AFL-CIO Would Ba A Loss For The Rest Of Us [11/88-p88]

LAW ENFORCEMENT see Security Systems & Law Enforcement

LAWS & LEGISLATION (FEDERAL) see also Congressional Alert in Regular Features and Special Sections portion of Index
Set-Aside Reforms Advance [1/88-p15]
Business Targets Labor's Wish List [1/88-p32]
A Post-Reform Tax Review [1/88-p60]
More Tax Changes In '88 [2/88-p28]
Trade Bill Danger [2/88-p64]
Editorials: But You're NOT Doing It Yourself [2/88-p88]
Whittling Away The Mortgage Deduction [3/88-p74]
Rooting For Truffles (Installment sales, hostile takeovers, limited partnerships) [3/88-p74]
Editorials: Reduce The Capital-Gains Tax To Spur Growth And Revenues [3/88-p83]
Banning Polygraphs [4/88-p12]
How Costly Are Mandated Benefits? [4/88-p14]
U.S.-Canadian Trade--Free At Last? [4/88-p30]
Editorials: Labor's Legislative Push Is Under Way [4/88-p96]
Mandating Health Care Would Eliminate Jobs [5/88-p4]
Improving The Prompt Payment Act [5/88-p14]
More Rights For Taxpayers [5/88-p15]
SARA Requireemnts [5/88-p15]
Caring For The Children [5/88-p18]
Deciding Who's To Blame [5/88-p26]
Regrouping The Risks [5/88-p27]
Editorials: Don't Let Congress Off The Hook On A Balanced-Budget Amendment [5/88-p83]
Editorials: Congress Should Listen To The Message From Its Own Mail Room [6/88-p68]
Editorials: Don't Let Anti-Mob Statute Become A Mobster Itself [6/88-p68]
Warnings Turn Into Fines (Immigration Control and Reform Act) [7/88-p11]
Fostering Entrepreneurship [7/88-p11]
Double, Bubble VAT Of Trouble (Value Added Tax) [7/88-p12]
Looking At Child Care [8/88-p11]
Congress Considers Financial Reform [8/88-p12]
Whipping Up Trading Fervor [8/88-p13]
Worker Law Proves Workable--So Far [8/88-p30]
The Roof Is Off Tax Shelters [8/88-p42]
Tax-Free, But At A Price [8/88-p60]
The Opening Wedge On Plant Closing? [9/88-p14]
A Measure To Help Women Entrepreneurs [9/88-p14]
A New Guide On Trade [9/88-p16]
Congress Fires A Cannon To Kill A Gnat [9/88-p68]
Guidance On Plant Closing [10/88-p8]
Deadline Looms On Proposal For Worker Education [10/88-p10]
Mandated Benefits, Mandated Misery [10/88-p41]
Making Trade Freer, Fairer [10/88-p57]
NB Tips: Booklets on Plant Closing Act, Immigration Reform Act [11/88-p12]
A Victory On Minimum Wage [11/88-p45]
Editorials: Entry-Level Workers Are Winners In The Defeat Of A Higher Minimum Wage [11/88-p88]
Pressing Uncle Sam To Pay Up On Time [12/88-p6]
High Marks For The 100th [12/88-p14]
Major Actions Of The 100th Congress [12/88-p16]

* Page numbers followed by letters are from sections not included in all editions.

Polygraphs And Plant Closings [12/88-p17]

LAWS & LEGISLATION (STATE)
Setback For Service Tax (Florida) [2/88-p12]
Tax Hikes May Reach Services [4/88-p33]
Proposition 65's Chemical Spillover [California's Safe Drinking Water and Toxic Enforcement Act) [6/88-p12]
Clamp A Lid On Company Secrets (Uniform Trade Secrets Act adopted in 19 states) [7/88-p30]
NB Tips: 1988 edition of "Analysis of Workers' Compensation Laws" [8/88-p12]
Mandated Benefits, Mandated Misery (Massachusetts' health insurance law) [10/88-p41]

LEASES & LEASING
Fire Them All? (Leasing employees) [2/88-p62R*]
To Lease Or Not To Lease (Automobiles and trucks) [5/88-p30]
Driving Rich [10/88-p82]

LEGAL SERVICES
NB Tips: WESTLAW--legal, business and financial information for small businesses) [9/88-p16]
NB Tips: Book, "100 Ways To Cut Legal Fees And Manage Your Lawyer" [10/88-p10]
Laying Down The Law On Legal Fees [10/88-p54R*]
Assuring Firm Legal Footing [10/88-p74]
Legal Aid [11/88-p79]

LIABILITY INSURANCE
Regrouping The Risks [5/88-p27]
A Riskier Year For Insurers [6/88-p22]
Self-Insurance Booms [6/88-p24]
NB Tips: Pamphlet, "How To Manage Risk and Control Your Insurance Costs" [9/88-p16]

LICENSES see Franchising & Licensing

LITERACY
Can Your Employees Read? [10/88-p26]
Literary Resources [10/88-p30]

LOANS see also Banks & Banking; Credit; Credit Cards; Economic Development; Venture Capital
ConSern Can Help With College Fees [2/88-p37]
Many Firms Ask About ConSern [4/88-p16]
Have Your Cash And Borrow, Too [7/88-p44]
Guaranteeing Your Own Bank Loans--For A Fee [7/88-p55]
Don't Let Lenders Curb Your Growth [9/88-p12]
Privately Funded Loan Guarantees [10/88-p12]
Where The Money Is [10/88-p76]
Writing Checks On Your Home: A Good Idea Or Not? [11/88-p72]
NB Tips: Publication, "Steps To Small Business Financing" [12/88-p8]

M

MAILING LISTS see Marketing

MAIL-ORDER BUSINESSES
Direct Line: Selling The 'Skins Abroad [9/88-p66]

MANAGEMENT see also Communication; Corporations; Employees; Hiring & Firing
Resolved: I'll Be A Better Boss [1/88-p43]
Are You On The Right TRAC With Your Employees (Trust, respect, affection and confidence) [1/88-p44]
NB Tips: Revised edition, "The Business Planning Guide" [2/88-p14]
NB Tips: Book, "Up Your Cash Flow" [2/88-p14]
Fire Them All? [2/88-p62R*]
Motivating For Success [3/88-p18]
Managing Better By Letting Go [3/88-p23]
The Great Demotivators [3/88-p24]
Get Worrying Under Control [3/88-p29]
Turn Away Time Wasters [3/88-p69]
Direct Line: Looking For Sound Advice [3/88-p72]
Teams Score Victories At Work [4/88-p38]
Making Ethics Come Alive [6/88-p65]
For Help Learning To Manage Diversity [7/88-p20]
Should You Have A Language Policy? [7/88-p21]
Breaking Up Is Hard To Do [7/88-p24]
Clamping A Lid On Company Secrets [7/88-p30]
Small Firms Use Incentives [8/88-p10]
Business Plans: Myth And Reality [8/88-p16]
Managing To Be Productive [8/88-p26R*]
Learning What Workers Think [8/88-p32]
Turning Children Into Managers [8/88-p49]
Meetings With Meat [9/88-p42R*]
Good Followers Are Worth Training [9/88-p54]
Look for Leaders On The Job [10/88-p67]
Software for Business Plans [11/88-p12]
Don't Be A One-Man Band [11/88-p34R*]
Mack Trucks' Turnaround [11/88-p60]
When Widows Take Charge [12/88-p40]
Working On Workplaces [12/88-p61]

MARKETING see also Advertising; Mail-Order Businesses; Sales & Selling
Direct Line: Lists, Lists And More Lists [1/88-p34]
Don't Call me; I'll Call You [2/88-p4]
Training Your Eye To See The Future [3/88-p51]
Sell Overseas At Trade Fairs [3/88-p57]
Direct Line: Designing A New Business [3/88-p72]
Direct LIne: Games To Go [3/88-p72]
Direct Line: Getting Into Fulfillment [3/88-p72]
Marketing With A Twist [4/88-p88]
NB Tips: Book "Media Marketing: How To Get Your Name & Story In Print & On The Air" [6/88-p12]
Direct Line: Shopping For A Marketing Pro [10/88-p89]
The Untypical Typical Millionaire [11/88-p62R*]
Hot New Markets For The 1990s [12/88-p20]
How To Do Your Own Market Research [12/88-p24]

MATERNITY & PATERNITY LEAVES see Employee Benefits

MEDICARE see Health Care; Health Insurance

MEN
Working Fathers...And Mothers [9/88-p40]

MERGERS, ACQUISITIONS & DIVESTITURES
Direct Line: Selling Your Business [2/88-p36]
Rooting For Truffles (Hostile takeovers) [3/88-p74]
NB Tips: Publication, "How Much Is Your Business Worth?" [4/88-p16]
Going Public Means Baring All [6/88-p28]
Your Buyer Could Be An LBO Fund (Leveraged-buy-out fund) [8/88-p10]
A Greek With A Word For It [8/88-p69]
Doing Good Business Even At The End [10/88-p6]
Direct Line: Divided We Stand [11/88-p8]
Act Now To Avoid Double Taxation [11/88-p10]
How to Sell Your Business [11/88-p38]
Buying Back Your Business [11/88-p41]

MEXICO
Special Advertising Section: Mexico [5/88-p42M*]

MINIMUM WAGE see Wages & Salaries

MINORITIES
Set-Aside Reforms Advance [1/88-p13]
Making A Mark--Beautifully [1/88-p24R*]
Direct Line: Fast Food, Filipino-Style [4/88-p60]
NB Tips: 1988 edition of "Try Us," National Minority Business Directory [5/88-p15]
Direct Line: To Your Business' Health [6/88-p56]
Meet Your New Work Force [7/88-p14]

MORTGAGES
Whittling Away The Mortgage Deduction [3/88-p74]
Mortgage Interest: The Ground Shifts [10/88-p83]

MOTELS see Hotels, Motels & Inns

N

NATIONAL DEBT see U.S. Govt.--Budget

NONPROFIT ORGANIZATIONS
Direct Line: Organizing To Buy American [12/88-p34]
Congressional Alert: Unfair Competition By Nonprofits [12/88-p66]

NOVELTIES see Gifts, Greeting Cards & Novelties

O

OCCUPATIONAL HAZARDS & INJURIES
Business Targets Labor's Wish List (Occupational-hazard notification) [1/88-p32]
Errors On The Job Can Be Reduced [4/88-p62]
Working Around Workers' Injuries [7/88-p39]
Congressional Alert: Health-Risk Notification [11/88-p87]

* Page numbers followed by letters are from sections not included in all editions.

OFFICES, OFFICE EQUIPMENT & FURNITURE
Tackling Office Tasks With High-Tech Tools [2/88-p66]
NB Tips: Booklet, "How to Save Money on Office Supplies" [3/88-p16]
Examine Your Seat Of Power [12/88-p6]
Working On Workplaces [12/88-p61]

OIL see Energy Resources, Production & Use

OPTIONS TRADING see Securities

P

PACKAGING
Direct Line: Pillow Plight [5/88-p52]
Direct Line: To Your Business' Health [6/88-p56]

PARENTAL LEAVE see Employee Benefits

PARTNERSHIPS
Rooting For Truffles (Limited partnerships) [3/88-p74]
Breaking Up Is Hard To Do [7/88-p24]

PATENTS & COPYRIGHT
Direct Line: Protecting Your Ideas (Disclosure document) [2/88-p36]
Direct Line: Unprotectable Verse (Bumper stickers) [4/88-p60]

PENSIONS & PENSION PLANS see also Retirement
NB Tips: Booklet, "Simplified Employee Pensions: What Small Businesses Need to Know" [6/88-p12]
Yet Another Filing Deadline [7/88-p55]
When A Pension Isn't A Pension [11/88-p72]
Pension Plans' Vesting Deadlines Start January 1 [12/88-p8]

PETROLEUM INDUSTRY see Energy Resources, Production & Use

PETS
Man Bites Dog [6/88-p38]
Going To The Dogs (And Cats) [7/88-p26]

PHILANTHROPY see Charitable Contributions & Volunteerism

PHOTOGRAPHY see Art & Photography

PHYSICAL FITNESS see also Health Care
Keeping Fit [5/88-p41]
Once Around The Park [6/88-p60]
Does Wellness Really Work? [8/88-p46]
A Walk On The Mild Side [10/88-p81]

PHYSICIANS see Health Care

PLANT CLOSINGS
Business Targets Labor's Wish List (Plant closing restrictions) [1/88-p32]
The Opening Wedge On Plant Closing? [9/88-p14]
Guidance On Plant Closing [10/88-p8]
NB Tips: Booklet, "How To Comply With The Plant Closings Act" [11/88-p12]
Polygraphs And Plant Closings [12/88-p17]

POLITICAL FINANCE
Congressional Alert: Alternative Campaign Financing [3/88-p76]
Congressional Alert: Public Financing Of Campaigns [10/88-p88]

POLYGRAPH TESTING see Tests & Testing

POPULATION see Demographics

PRESIDENTIAL ELECTION OF 1988
Down To Business With The Candidates [3/88-p38]
Delegates Favor Bush (U.S. Chamber of Commerce annual meeting) [7/88-p12]
Editorial: Democrats' Platform: A Blueprint For Restoring Rejected Policies [9/88-p80]
Bush, Dukakis And Business [10/88-p14]
Editorial: An "Election Victory" For The AFL-CIO Would Be A Loss For The Rest Of Us [11/88-p88]

PRINTING & PUBLISHING
Tackling Office Tasks With High-Tech Tools [2/88-p66]
Direct Line: Getting Into Fulfillment [3/88-p72]
The Big Tent [3/88-p81]
Direct Line: Secondhand Information (Insurance newsletter) [4/88-p60]
Direct Line: Finding Publishers [6/88-p56]
Direct Line: Pearls Of Publishing (Starting magazine) [7/88-p38]
Flying High In Big-Sky Country [11/88-p78]

PRIVATIZATION
Economic Development: The Appeal Of Privatization [5/88-p42B*]
Congressional Alert: Privatization Initiatives [11/88-p87]

PRODUCT LIABILITY see also Liability Insurance
Deciding Who's To Blame [5/88-p26]
Preventive Medicine [5/88-p28]
Congressional Alert: Product Liability [8/88-p71]

PROMPT PAYMENT see Accounts Payable & Receivable; Government Procurement

PROTECTIONISM see International Trade

PUBLISHING see Printing & Publishing

Q - R

QUALITY CONTROL
Quality Works [6/88-p52]

REAGAN, RONALD WILSON
Presidential Praise For Economic Expansion [1/88-p22]
Editorial; President Reagan's Call For Continuing The Free-Enterprise Revolution [7/88-p63]
Editorial: As The Reagan Era Ends--An Appraisal And An Appreciation [12/88-p67]

REAL ESTATE
A New Way To Split A Vacation Property [6/88-p59]
Still More Reports [7/88-p55]
"A Slice Of People's Lives" [10/88-p85]

RECESSION see Economic Conditions & Forecasts

RED TAPE see Government Regulation

RELOCATION OF BUSINESS
Corporate Househunting [5/88-p42L*]
The Cost Of Moving [10/88-p83]

RESTAURANTS
Building On A Better Burger [1/88-p63]
Direct Line: Fast Food, Filipino Style [4/88-p60]
Putting Profits On The Menu [7/88-p41]
The Pizza Diplomats [9/88-p59]

RETAIL STORES & TRADE
Walton's Mountain [4/88-p18]
Ringing In Better Sales [6/88-p10]
Direct Line: Looking For Lefties [8/88-p45]
Direct Line: Off-Campus Food And Fuel [8/88-p45]
Direct Line: Opening A Bridal Shop [9/88-p66]
Doing Good Business Even At The End [10/88-p6]
How To Save A Small Business [11/88-p9]
"A Big Focus On Service" [11/88-p28]
"Treat Customers With Respect [11/88-p30]
"The Consumer Is The Boss" [11/88-p32]

RETIREMENT see also Employee Benefits; Pensions & Pension Plans
IRAs: Still A Good Deal? [2/88-p78]
Financial Time Bomb [5/88-p16]
Keoghs: Another Door Closes [5/88-p75]
Yet Another Filing Deadline [7/88-p55]
The IRS Targets Directors' Keoghs [11/88-p74]
How To Retire And Stick To It [12/88-p33]
Retirement Money: How Much Is Enough? [12/88-p54]

RISK MANAGEMENT see Liability Insurance

S

SALARIES see Wages & Salaries

SALES & SELLING see also Marketing
NB Tips: Booklet, "How To Select A Sales Force That Sells" [5/88-p15]
Women In The Sales Force [7/88-p12]
The Master Sellers [11/88-p20]
"A Big Focus Is On Service" [11/88-p28]
"Treat Customers With Respect" [11/88-p30]
"The Consumer Is The Boss" [11/88-p32]

SECURITIES see also Investment (Individual)
Watcher Of The Watchmen [2/88-p76]
Can "Munis" Give You More Bang For A Buck? [2/88-p79]
Going Public Means Baring All [6/88-p28]
Over-The-Counter: Out Of The Shadows [6/88-p30]
Getting With The Program [7/88-p22R*]
Taking Stock Of Your Broker [7/88-p34]
Tax-Free, But At A Price [8/88-p60]
A $10,000 Proposition [8/88-p64]
Take A Ride On The AMT (Alternative Minimum Tax bonds) [8/88-p64]
Congress Fires A Cannon To Kill A Gnat [9/88-p68]
Editorials: Selling This Economy Short Is Not A Very Wise Investment Decision [10/88-p96]
Looking To The Long Term [12/88-p43]

* Page numbers followed by letters are from sections not included in all editions.

Portfolio Preferences For Cautious Investors [12/88-p48]

SECURITY SYSTEMS & LAW ENFORCEMENT
Zap! You're Successful! [5/88-p54]
The Steel-Plate Special [8/88-p54]

SERVICES
Conference On Service Trade [1/88-p12]
Setback For Service Tax [2/88-p12]
Tax Hikes May Reach Services [4/88-p33]
Direct Line: Investigating Preliminaries [4/88-p60]
Family Business: A Hot Market [9/88-p22]
"Sooty Bob" Cleans Up [9/88-p56]
Direct Line: Special Delivery [9/88-p66]

SHOES see Clothing

SMALL BUSINESS
Set-Aside Reforms Advance [1/88-p13]
Cooling But Still Favorable [1/88-p16]
Small Firms Are Relatively Upbeat [1/88-p20]
What You Can Expect In '88 [1/88-p21]
Export Conferences For Small Firms [2/88-p14]
Information Sources For Small Firms [4/88-p14]
A Big Boost For Small Exporters [5/88-p12]
Small-Business Week [5/88-p15]
1988 Forecast: Smooth Sailing [5/88-p37]
NB Tips: Ten national management conferences for owners or operators of small retail and service businesses [6/88-p12]
If At First You Do Succeed [6/88-p14]
The Defense Business Needs Small Business [7/88-p9]
Survival Rates For Start-Ups [10/88-p8]
How to Save A Small Business [11/88-p9]
The American Dream: Your Own Business [11/88-p10]
Confidence Grows For Small Business [11/88-p16]
Sampling A Survey Of Business Owners [12/88-p8]
A Guide For Survival In The 21st Century [12/88-p8]

SOCIAL SECURITY
Saving On Social Security [7/88-p55]

SOFTWARE see Computers & Software

SPAIN
Meanwhile, In Another Part Of The Continent (IFEMA--Instituto Ferial de Madrid trade fair) [7/88-p61]

SPORTS, HOBBIES & GAMES
Man On A Fast Track [4/88-p68]
Diamonds In The Dirt [7/88-p52]
In Vino Veritas (Trivia game) [8/88-p55]
Go To Siberia, Do Not Pass Go [8/88-p55]
NFL Films Is Scoring High [9/88-p44]
The Gentle Art Of Sailing [10/88-p86]
Low Riding, High Flying [10/88-p87]

STEEL INDUSTRY
Woman Of Steel [2/88-p85]

STOCKS, STOCK MARKET see Securities

T

TAXATION see also Business Taxes; Income Tax; U.S. Govt.--Internal Revenue Service
Working For Taxes [6/88-p12]
The Law Of Rules [7/88-p56]
Congressional Alert: Taxpayers' Rights [8/88-p71]
Taxes And Spending (Views of presidential candidates) [10/88-p16]
Arguing Against Tax Increases [10/88-p52]
NEC: "Political Cover" for Tax Increases? (National Economic Commission) [11/88-p36]

TAX SHELTERS see Income Tax

TELECOMMUNICATIONS
Voice Mail Keeps You In Touch [6/88-p54]
Smile When You Answer That [10/88-p68]
Calling All Cars: The Cellular Connection [11/88-p46]
A Phone Away From Phones [11/88-p48]

TELEVISION
Uplinks And Downlinks (Videoconference involving Japanese and American business leaders) [5/88-p44]
Bright Ideas [8/88-p53]
NFL Films Is Scoring High [9/88-p44]
The Clay's The Thing [12/88-p57]

TEMPORARY WORKERS see Employees; Employment; Hiring & Firing

TESTS & TESTING
Banning Polygraphs [4/88-p12]
Direct Line: Stamp Of Approval [6/88-p56]
Advice On Substitutes For Lie-Detector Testing [11/88-p12]
Polygraphs And Plant Closings [12/88-p17]

THIRD WORLD
Congressional Alert: The Third World's Debt Crisis [12/88-p66]

TRADE DEFICITS see International Trade

TRADE FAIRS & SHOWS
Sell Overseas At Trade Fairs [3/88-p57]
Franchisors Show Their Wares [3/88-p61]
How To Fare Well At The Fair (Hanover Fair Industry in West Germany [7/88-p61]
Meanwhile, In Another Part Of The Continent (IFEMA--Instituto Ferial de Madrid) [7/88-p61]

TRADE SECRETS
Clamp A Lid On Company Secrets [7/88-p30]
Direct Line: Keeping Business Secrets [11/88-p8]

TRAVEL, TOURISM & VACATIONS
Direct Line: Looking For B&B Advice (Bed-and-breakfast directory and assistance) [2/88-p36]
Home Comforts Away From Home [3/88-p54]
Are We Having Fun Yet? [3/88-p73]
A New Way To Split A Vacation Property [6/88-p59]
A Room At The Inn [8/88-p57]
Natural Selection (Camping resort in U.S. Virgin Islands) [9/88-p58]
Direct Line: B&Bs For Business Travelers [12/88-p34]

TRUCKS see Automobiles & Trucks

U

UNEMPLOYMENT COMPENSATION
Reforming Unemployment Compensation [2/88-p12]
Help For The Unemployed To Become Entrepreneurs [12/88-p6]

U.S. CHAMBER OF COMMERCE
Presidential Praise For Economic Expansion (Pres. Reagan addresses U.S. Chamber and film profiling eight entrepreneurs is premiered) [1/88-p22]
ConSern Can Help With College Fees (U.S. Chamber participates in program to offer long-term, low-cost loans for students from middle-income families) [2/88-p37]
NB Tips: U.S. Chamber offers three new publications about U.S. Congress [3/88-p16]
Many Firms Ask About ConSern [4/88-p16]
Keep America On Top (1988 Annual Report, U.S. Chamber of Commerce) [5/88-p57]
Making Ethics Come Alive (Profile of William S. Kanaga, 1988-89 chairman of U.S. Chamber board of directors) [6/88-p65]
Delegates Favor Bush (U.S. Chamber annual meeting) [7/88-p12]
Editorial: President Reagan's Call For Continuing The Free-Enterprise Revolution (Address at U.S. Chamber's annual meeting) [7/88-p63]
NB Tips: U.S. Chamber offers five booklets on specific aspects of company operation [11/88-p12]
Arguing Against Tax Increases (U.S. Chamber position paper) [10/88-p52]

U.S. GOVERNMENT--BUDGET
Editorials: But You're NOT Doing It Yourself (Congress) [2/88-p88]
Wary Eye On New Fiscal Commission (National Economic Commission) [3/88-p12]
Congressional Alert: Biennial Budgets [3/88-p76]
Congressional Alert: Fiscal Improvement [5/88-p82]
Editorials: Don't Let Congresss Off The Hook On A Balanced-Budget Amendment [5/88-p83]
Congrssional Alert: Balanced-Budget Amendment [8/88-p71]
Congressional Alert: Biennial Budget [9/88-p70]
Congressional Alert: Appropriations For Next Year [9/88-p70]
Taxes And Spending (Views of presidential candidates) [10/88-p16]
Arguing Against Tax Increases (U.S. Chamber of Commerce position paper) [10/88-p52]
Congressional Alert: A Fair Freeze To Cut Deficits [11/88-p87]
Help The Economy With A "K.I.S.S." [12/88-p29]

* Page numbers followed by letters are from sections not included in all editions

U.S. GOVERNMENT--CONGRESS
Editorials: But You're NOT Doing It Yourself [2/88-p88]
New Senate Schedule [3/88-p14]
NB Tips: U.S. Chamber of Commerce offers three new publications about Congress [3/88-p16]
Caring For The Children [5/88-p18]
Editorials: Don't Let Congress Off The Hook On A Balanced-Budget Amendment [5/88-p83]
Editorials: Congress Should Listen To The Message It's Getting From Its Own Mail Room [6/88-p68]
Close, Crucial Races For Congress [10/88-p20]
Editorials: Election Pressures On Congress Pose A Threat To Business [10/88-p96]
NEC: "Political Cover" for Tax Increases? (National Economic Commission, created by Congress) [11/88-p36]
High Marks For The 100th [12/88-p14]
Major Actions Of The 100th Congress [12/88-p16]

U.S. GOVERNMENT--CONSTITUTION
Commerce And The Constitution [1/88-p4]
Editorials: Don't Let Congress Off The Hook On A Balanced-Budget Amendment [5/88-p83]
Congressional Alert: Balanced-Budget Amendment [8/88-p71]

U.S. GOVERNMENT--DEPARTMENT OF COMMERCE
Commerce Gets Mixed Reviews [1/88-p31]
Editorials: "From Lighthouses To Laser Beams" [4/88-p96]
How Commerce Helps You Export To Japan [11/88-p86]

U.S. GOVERNMENT--INTERNAL REVENUE SERVICE
Tax-Audit Targets [1/88-p13]
Injury--And Insult [1/88-p36]
IRS Interest Rates Rise [2/88-p14]
The Case Against Refunds [4/88-p44]
How Much Can A Firm Pay Its Owners? [4/88-p44]
User Fees [4/88-p86]
More Rights For Taxpayers [5/88-p15]
Better Late Than Never? Well, Yes And No [5/88-p76]
Payroll Taxes: Accuracy Pays [6/88-p58]
Still More Reports [7/88-p55]
Tell The IRS When You Move [8/88-p62]
Congressional Alert: Taxpayers' Rights [8/88-p71]
An IRS Shocker: It Has A Heart [9/88-p68]
IRS Testing New Procedure [10/88-p10]
Always Be Ready For An Audit [10/88-p84]
Look Again (Shudder) At Your W-4 [10/88-p84]
Prepaying Tuition Gets Tougher [11/88-p74]
The IRS Overreaches [12/88-p55]

U.S. GOVERNMENT--NATIONAL ECONOMIC COMMISSION
Wary Eye On New Fiscal Commission [3/88-p12]
Arguing Against Tax Increases [10/88-p52]
NEC: "Political Cover" For Tax Increases? [11/88-p36]

U.S. GOVERNMENT--SMALL BUSINESS ADMINISTRATION
SBA Would Alter Programs [5/88-p14]
SBA Gospel: Export, Export [8/88-p14]
Beating The Odds (Five recipients of Women of Enterprise Awards given by SBA and Avon Products, Inc.) [9/88-p40]

V

VACATIONS see Travel, Tourism & Vacations

VENTURE CAPITAL see also Economic Development; Loans
NB Tips: Publication, "Free Money For Small Businesses and Entrepreneurs" [4/88-p16]
A Rosen By Any Other Name... [5/88-p45]
"The Consumer Is The Boss" [11/88-p32]

VETERANS
Direct Line: Crash Course In Business Plans [1/88-p34]

VIDEO INDUSTRY & TECHNOLOGY
Direct Line: Movies To Go [1/88-p34]
NFL Films Is Scoring High [9/88-p44]

VOLUNTEERISM see Charitable Contributions & Volunteerism

* Page numbers followed by letters are from sections not included in all editions.

W

WAGES & SALARIES
Business Targets Labor's Wish List (Minimum-wage increase) [1/88-p32]
Congressional Alert: Davis-Bacon Reform [2/88-p87]
How Much Can A Firm Pay Its Owners? [4/88-p44]
Congressional Alert: Minimum Wage [4/88-p95]
Congressional Alert: Hiking The Minimum Wage [6/88-p67]
Small Firms Use Incentives [8/88-p10]
Tips On Reviewing Salaries [8/88-p11]
Congressional Alert: Davis-Bacon Reform [10/88-p88]
A Victory On Minimum Wage [11/88-p45]
Editorials: Entry-Level Workers Are Winners In The Defeat Of A Higher Minimum Wage [11/88-p87]

WATER see also Environment
Direct Line: To Your Business' Health (Starting bottled-water business) [6/88-p56]

WEST GERMANY
NB Tips: New magazine, Business Opportunities, devoted exclusively to U.S.-German trade) [1/88-p13]
Direct Line: Exploring Germany [5/88-p52]
How To Fare Well At The Fair (1988 Hanover Fair Industry) [7/88-p61]
Special Advertising Section: Southern Germany [11/88-p49]

WOMEN
NB Tips: Start-up funds for women launching businesses offered by National Association for Female Executives [2/88-p14]
Volunteering To Help Your Career [4/88-p58]
Billion-Dollar Businesswomen [4/88-p58]
If Your Ex's Name Is On The Door [4/88-p59]
About Entrepreneurship [4/88-p59]
Overcome Hurdles At Home: Export [6/88-p47]
Women In the Sales Force [7/88-p12]
Meet Your New Work Force [7/88-p14]
Where Women Are Welcome [8/88-p26R*]
A Measure To Help Women Entrepreneurs [9/88-p14]
Women Mentors [9/88-p16]
Hidden Figures On Women [9/88-p40]
Working Fathers...And Mothers [9/88-p40]
Beating The Odds (Five recipients of Women of Enterprise Awards) [9/88-p40]
For Information On Trade Missions [9/88-p41]
"A Slice Of People's Lives" [10/88-p85]
The Gentle Art Of Sailing [10/88-p86]
When Widows Take Charge [12/88-p40]

WORKERS' COMPENSATION
NB Tips: 1988 edition of "Analysis of Workers' Compensation Laws" available [8/88-p12]

COMMENTARY

1/88-p4: Commerce And The Constitution (Warren E. Burger)
2/88-p4: Don't Call Me; I'll Call You (Sharon Nelton)
3/88-p4: Victims Of Crime Should Not Be "Fined" (Henry Altman)
4/88-p4: Surviving A Start-Up with Sleeves Rolled Up (Ripley Hotch)
5/88-p4: Mandating Health Care Would Eliminate Jobs (J. Patrick) Rooney)
7/88-p9: The Defense Business Needs Small Business (Stuart F. Platt)
10/88-p41: Mandated Benefits, Mandated Misery (Warren T. Brookes)
11/88-p36: NEC: "Political Cover" For Tax Increases? (Brookes)
12/88-p29: Help The Economy With A "K.I.S.S." (Brookes)

CONGRESSIONAL ALERT

Legislative issues, with suggestions from Nation's Business on what business should tell Congress about them.

2/88-p87: Parental Leave
"Contracting Out"
Davis-Bacon Reform
3/88-p76: Biennial Budgets
Product Liability
Alternative Campaign Financing
4/88-p95: Minimum Wage
Capital-Gains Tax Reduction
Mandated Health Benefits
5/88-p82: Tax Incentives For Education
Fiscal Improvements
Union Advantage In Construction
6/88-p67: Child-Care Options
Hiking The Minimum Wage
Long-Term Health Care
7/88-p62: Clean Air
Domestic Energy
Parental Leave
8/88-p71: Balanced-Budget Amendment
Taxpayers' Rights
Product Liability
9/88-p70: Canada-U.S. Free-Trade Pact
Biennial Budget
Appropriations For Next Year
10/88-p88: Public Financing Of Campaigns
Davis-Bacon Reform
Mandated Health Care
11/88-p87: A Fair Freeze To Cut Deficits
Health-Risk Notification
Privatization Initiatives
12/88-p66: The Third World's Debt Crisis
Unfair Competition By Nonprofits
White-Collar Crime

COVER STORY

1/88-p16: Cooling But Still Favorable
--Small Firms Are Relatively Upbeat
--What You Can Expect In '88
2/88-p88: Desperately Seeking Workers
--Finding Workers In A Tight Market
--"Everyone...Will Have To Be Retrained Three Or Four Times"
3/88-p18: Motivating For Success
--Managing Better By Letting Go
--The Great Demotivators
4/88-p18: Walton's Mountain
5/88-p18: Caring For The Children
--Recognizing Quality Child Care
--Public-Private Initiatives
--Child Care By Consortium
6/88-p14: If At First You Do Succeed
--Don't Get Tangled In Overgrowth
--Advice From A Businessman Who Has Diversified
7/88-p14: Meet Your New Work force
--For Help Learning To Manage Diversity
--Should You Have A Language Policy?
8/88-p16: Business Plans: Myth And Reality
--Business Plans By The Book
--What's In A Business Plan
--Get Full Value From Your Plan
9/88-p22: Family Business: A Hot Market
--Campus Connections For Family Business
--Hiring A Consultant For A Family Firm
--Selling Father's Painful Legacy
10/88-p26: Can Your Employees Read?
--Literary Resources
--High-Tech Tutoring
11/88-p20: The Master Sellers
--"A Big Focus On Service"
--"Treat Customers With Respect"
--"The Consumer Is The Boss"
12/88-p20: Hot New Markets Of The 1990s
--How To Do Your Own Market Research

EDITORIALS

1/88-p65: New Year's Resolution: Take Great Care...With Major Economic Decisions"
2/88-p88: The Positive Side Of The Labor-Shortage Problem
But You're NOT Doing It Yourself
3/88-p83: Reduce The Capital-Gains Tax To Spur Growth And Revenues
4/88-p96: Labor's Legislative Push Is Under Way
"From Lighthouses To Laser Beams"
5/88-p83: Don't Let Congress Off The Hook On A Balanced-Budget Amendment
Redo The Report On Capital Gains
6/88-p68: Congress Should Listen To The Message It's Getting From Its Own Mail Room
Don't Let Anti-Mob Statute Become A Mobster Itself
7/88-p63: President Reagan's Call For Continuing The Free-Enterprise Revolution
8/88-p72: A Formula For Improving America's Competitiveness In World Trade
9/88-p80: Democrats' Platform: A Blueprint For Restoring Rejected Policies
10/88-p96: Selling This Econmy Short Is Not A Very Wise Investment Decision
Election Pressures On Congress Pose A Threat To Business
11/88-p88: Entry-Level Workers Are Winners In The Defeat Of A Higher Minimum Wage
An "Election Victory" For The AFL-CIO Would Be A Loss For The Rest Of Us
12/88-p67: As The Reagan Era Ends--An Appraisal And An Appreciation

ENTREPRENEUR'S NOTEBOOK

8/88-p9: Sharpen Your Focus And Aim High (Nancy A. Peters)
9/88-p12: Don't Let Lenders Curb Your Growth (James E. Ferrell)
10/88-p6: Doing Good Business Even At The End (Carol K. Watts)
11/88-p9: How To Save A Small Business (Kathy Conners)
12/88-p12: Colleges, Like Companies, Need Vision To Succeed (Keith Briscoe)

LESSONS OF LEADERSHIP

1/88-p63: Building On A Better Burger (Carl N. Karcher; Carl's Jr. restaurants)
2/88-p85: Women Of Steel (Nadine Gramling; Southeastern Metals Manufacturing Co.)
3/88-p81: The Big Tent (Joseph F. Brennan; AUS, Inc.)
4/88-p93: Home, Sweet Modular Home (Austin Guirlinger, Cardinal Industries)
5/88-p45: A Rosen By Any Other Name... (Benjamin M. Rosen; Sevin Rosen Management Co.)
6/88-p65: Making Ethics Come Alive (William S. Kanaga, former chairman of Arthur Young & Co. and 1988-89 chairman of U.S. Chamber of Commerce board)
8/88-p69: A Greek With A Word For It (John Psarouthakis; J.P. Industries, Inc.)
9/88-p77: Cold Product, Hot Company (Frank Hickingbotham; TCBY Enterprises)
10/88-p77: Jumpin' With Symphony Sid (Sidney Harman; Harman International Industries)

11/88-p64: Working For "Peanuts" (Charles M. Schulz; Creative Associates)
12/88-p43: Looking To The Long Term (Charles R. Schwab; Charles Schwab Corp.)

MAKING IT

1/88: Transparent Treasures (Tom and Linda Riley; Art Investments Glass Gallery) [p41]
One-Stop Car Shopping [Martin Swig; San Francisco Auto Center) [p42]
2/88: Having A Foot Ball (Shelagh Watson; Magnifete) [p75]
Watcher Of The Watchmen (Mark Hulbert; Hulbert Financial Digest) [p76]
3/88: The Sweet Taste Of Success (John, Mark and Allen Cushman; Cushman Fruit Co.) [p33]
Basking In Reflected Glory (Carolyn Bennett; C. Bennett Scopes) [p34]
Planned Obsolescence (Dale Lillard; Lansdale Semiconductor) [p36]
4/88: The Electronic Blackboard (Leonard Reiffel; Interand Corp.) [p65]
An Auto Dealer With Drive (Sam Johnson; Sam Johnson Lincoln Mercury Mercur, Inc.) [p67]
Man On A Fast Track (Ronald W. Granlee; Speed/Sport Distributors) [p68]
6/88: From The Ground Up (Nona J. Cunane; Guardian Management Co.) [p37]
Man Bites Dog (John Purtell; Invisible Fence) [p38]
7/88: He Wrote The Book (Michael Lennon; Homepro Systems) [p51]
Diamonds In The Dirt (Jim Kelsey; Partac Peat Corp.) [p52]
8/88: Bright Ideas (Arthur R. Tucker; Chromalux Corp.) [p53]
The Steel-Plate Special (William Crisp, Jack Elkins and Richard Sheppard; Barrier Concepts, Inc.) [54]
The Sweet Smell Of, Well... (Gus Blythe; SecondWind) [p56]
9/88: "Sooty Bob" Cleans Up (Bob Daniels; Copperfield Chimney Supply) [p56]
Natural Selection (Stanley Selengut; Maho Bay Camps, Inc.) [p58]
The Pizza Diplomats (Louis Piancone: Roma Food Enterprises) [p59]
10/88: "A Slice Of People's Lives" (Janet Jones; Janet Jones Co.) [p85]
The Gentle Art Of Sailing (Suzanne Pogell; Womanship, Inc.) [p86]
Low Riding, High Flying (Brian Stewart and Mike Lofgren; Brike International Ltd.) [p87]
11/88: "I Love To Feed People" (David Mintz; Tofutti Brands, Inc.) [p76]
Flying High In Big-Sky Country (Todd and Carmine Mowbray; Western Publishing Co.) [p78]
Legal Aid (Marilyn Hill; Legal Assistants Corp.) [p79]
12/88: The Clay's The Thing (Will Vinton; Will Vinton Productions) [p57]
A Coupon Concept (John E. Kinch; TriMark coupons and SonMark greeting cards franchises) [p58]
"The Freedom To Do It Your Way" Bob Fischer and Bob Fischer Jr.; Economan aerial ladder) [p59]

SPECIAL ADVERTISING SECTIONS

1/88-p34B*: Egypt
1/88-p48: Japan
2/88-p47: Australia
3/88-p43: France
4/88-p69: Brazil
5/88-p42M*: Mexico
5/88-p66: Catalonia
7/88-p45: Korea
10/88-p63: Chile
11/88-p49: Southern Germany
12/88-p34B*: India

SPECIAL REPORTS

2/88-p37: ConSern Can Help With College Fees
--From Boardroom To Classroom
--An Innovative Business Tool
3/88-p57: Sell Overseas At Trade Fairs
--Franchisors Show Their Wares
5/88-p42A*: Economic Development: The Appeal Of Privatization
10/88-p43: Trucks: Bargains By The Truckload In New Models
11/88-p44A*: Serving Business: Serving The Public
--Guide To Incentives
12/88-p48: Portfolio Preferences For Cautious Investors

TO YOUR HEALTH

1/88-p35: Restyling Your Life To Shed Extra Pounds
2/88-p77: Calm People Get Ulcers, Too
3/88-p73: Are We Having Fun Yet?
4/88-p85: Cholesterol Counts: What Do They Add Up To?
5/88-p74: User-Friendly Hospitals
6/88-p60: The Agony Of The Feet
--Once Around The Park
8/88-p63: Those Tender Tendons
9/88-p63: Pain Management; Making The Unbearable Bearable
10/88-p81: A Walk On The Mild Side
11/88-p70: Gesundheit!
12/88-p53: When The Heart Stumbles

WHERE I STAND

Nation's Business monthly poll

1/88-p59: Will The Economy Continue To Expand?
Will Consumers Continue To Spend?
Will Washington Become Less Of A Problem?
Verdicts on: Intensified scrutiny by Congress of defense contractors; Comparable-worth study; Expansion of Davis-Bacon Act (November poll)
2/88-p81: Should Firms Be Helped To Form Pension Plans?
Should Product Safety Be Legislated?
Should Government Services Be Privatized?
Verdicts on: Increase in notification of disease risks on the job; IRS allowing less frequent payroll-tax withholding deposits; States allowed to block licensing of nuclear-power plants (December poll)
3/88-p77: Should States Be Given More Say About Welfare?
Should Highway Speed Limits Be Raised?
Should Trade Programs Be Consolidated?
Verdicts on: Continued expansion of U.S. economy; Curbing of spending by customers; Rejection by Congress of labor's agenda (January poll)
4/88-p89: Should Taxpayers Bear Costs Of AIDS?
Should Workers Be Tested For AIDS?
Would An Employee With AIDS Hurt Sales?
Verdicts on: Helping firms to form pension plans; Intrusion by Congress on operations of the CPSC; Privatization of essential services (February poll)
5/88-p77: Enact "Training" Wage To Create Jobs?
Allow Federal Workers To Be More Political?
Continue Oil, Gas Leasing Program?
Verdicts on: Giving states more to say about welfare; Raising highway speed limits; Consolidating trade programs (March poll)
6/88-p61: Rehire Fired Air-Traffic Controllers?
Should RICO Suits Be Restricted?
Restore Deduction On Student-Loan Interest?
Verdicts on: Taxpayers bearing more costs of AIDS; Workers being tested for AIDS; Employee with AIDS hurting sales (April poll)
7/88-p57: Enlist Military In War On Drugs?
Legalize Drug Use?
Allow Drug Testing Of Employees?
Verdicts on: Approval by Congress of training wage for new hires; Federal workers engaging in partisan politics; Continuation of offshore leasing program (May poll)

8/88-p65: Create Entitlement For Child Care?
Limit Federal Role In Child Care?
Approve Tax Subsidies For Parents?
Verdicts on: Rehiring fired air-traffic controllers; Restricting lawsuits under RICO; Student-loan interest being tax-deductible (June poll)

9/88-p71: Encourage More Trade With Canada?
Accept New Plan On Mandatory Leave?
Allow Garnishment Of Federal Wages?
Verdicts on: Using armed forces to combat drug smuggling; Legalization of narcotics use; Legalizing drug testing of employees and job applicants (July poll)

10/88-p93: Which Candidate Is More Qualified?
Which Would Reduce The Deficit More?
Which Would You Vote For At This Time?
Verdicts on: Creation by Congress of child-care entitlement; Acceptability of even limited federal role in child care; Support by Congress of child care through income-tax credits (August poll)

11/88-p81: Require Same-Day Voter Registration?
Require Polls To Close At Same Time?
Ban Early Projections Of Election Winners?
Verdicts on: Approval by Congress of Canada free-trade agreement; Enaction by Congress of diluted family-leave proposal; Businesses allowed to garnish wages of federal workers (September poll)

12/88-p65: Require U.S. Firms To Leave South Africa?
Act Now On Acid Rain?
Impose Stricter Controls On Firearms?
Verdicts on: Who is more qualified to be President; Who will be better at reducing deficit; For whom will you vote?

AUTHORS

Addison, Roland
--Success: A Long-Term Proposition [10/88-o69]
Altman, Henry
--Meetings With Meat [9/88-p42R*]
--Victims Of Crime Should Not Be "Fired" [3/88-p4]
--A Window On Our Business Past [12/88-p46R*]
Anthony, Joseph
--He Wrote The Book [7/88-p51]
--Transparent Treasures [1/88-p41]
Arnold, tom
--Corporate Househunting [5/88-p42L*]

Bacas, Harry
--ConSern Can Help With College Fees [2/88-p37]
--Desparately Seeking Workers [2/88-p16]
--Economic Development: The Appeal Of Privatization [5/88-p43A*]
--Fire Them All? [2/88-p62R*]
--Jumpin' With Symphony Sid [10/88-p94]
--Serving Business, Serving The Public [11/88-p44A*]
--Starting Over Against The Odds [11/88-p53]
Bacon, Donald C.
--Benefits-Rule Migraine [10/88-p22]
--"A Big Focus On Service" [11/88-p28]
--Legal Aid [11/88-p79]
--Small-Business Update [12/88-p6]
--A Victory On Minimum Wage [11/88-p45]
Bahls, Jane Easter
--Clamp A Lid On Company Secrets [7/88-p30]
--Laying Down The Law On Legal Fees [10/88-p54R*]
--Your Worker's Crime May Make You Pay [12/88-p38]
Baker, Nancy Croft
--Beating The Odds [9/88-p40]
--Franchisees' Support Systems [9/88-p61]
--Hot New Markets Of The 1990s (with Joan C. Szabo) [12/88-p20]
--Working On Workplaces [12/88-p61]
Barrier, Michael
--Building On A Better Burger [1/88-p63]
--The Clay's The Thing [12/88-p57]
--Cold Product: Hot Company [9/88-p77]
--A Coupon Concept [12/88-p58]
--"The Freedom To Do It Your Way" [12/88-p59]
--A Greek With A Word For It [8/88-p69]
--"I Love To Feed People" [11/88-p77]
--Looking To The Long Term [12/88-p43]
--A Room At The Inn [8/88-p57]
--Walton's Mountain [4/88-p18]
--Working For "Peanuts" [11/88-p64]
Barrier, Phyllis M.
--Cholesterol Counts: Waht Do They Add Up To? [4/88-p85]
Bennett, John T. (with Thomas Stern)
--Korea [7/88-p45]
Berney, Karen
--Can Your Workers Read? [10/88-p26]
--Child Care By Consortium [5/88-p24]
--How To Buy The Right PC [1/88-p39]
--If At First You Do Succeed [6/88-p14]
--A Look At Apple's Mac [8/88-p28]
--PC Software's Next Big Step [9/88-p48]
--Public-Private Initiatives [5/88-p20]
--Recognizing Quality Child Care [5/88-p20]
--A Rosen By Any Other Name... [5/88-p45]
--Tackling Office Tasks With High-Tech Tools [2/88-p66]
--Where Women Are Welcome [8/88-p26R*]
Blishak, Sylvia
--Smile When You Answer That [10/88-p68]
--Turn Away Time Wasters [3/88-p69]
Brady, Ray
--Can "Munis" Give You More Bang For A Buck? [2/88-p79]
--Forecasting From A Limb: No Tough Recession Ahead [1/88-p37]
--Getting With The Program [7/88-p22R*]
--King Midas, Call Your Office [6/88-p59]
--Strategies For Small Investors [3/88-p75]
--A $10,000 Proposition [8/88-p64]
--A Time to Hunker Down [4/88-p87]
Braun, Herbert S.
--Confidence Grows For Small Business [11/88-p16]
--1988 Forecast: Smooth Sailing [5/88-p37]
Briscoe, Keith
--Colleges, Like Companies, Need Vision To Succeed [12/88-p12]
Brock, Thomas P.
--A Post-Reform Tax Review [1/88-p60]
Brookes, Warren T.
--Help The Economy With a "K.I.S.S." [12/88-p29]
--NEC: "Political Cover" For Tax Increases? [11/88-p36]
--Mandated Benefits, Mandated Misery [10/88-p41]
Brown, Norman
--The Agony Of The Feet [6/88-p60]
--Gesundheit! [11/88-p70]
--When The Heart Stumbles [12/88-p53]
Burger, Warren E.
--Commerce And The Constitution [1/88-p4]
Burns, Thomas J.
--Learning What Workers Think [8/88-p32]

Caccavo, Karen Rosenberg
--The Pizza Diplomats [9/88-p59]
Candler, Julie
--Mack Trucks' Turnaround [11/88-p60]
--To Lease Or Not To Lease [5/88-p30]
--Trucks: Bargains By The Truckload In New Models [10/88-p43]
Carroll, Pam
--Good Followers Are Worth Training [9/88-p54]
--Nurturing Your Firm Through A Baby Boom [9/88-p39]
--Planned Obsolescence [3/88-p36]
Chastain, Bill
--Entertaining A Tax Deduction [3/88-p55]
--Scalpel, Sutures, Credit Card... [4/88-p56R*]
Chepesiuk, Ron
--An Auto Dealer With Drive [4/88-p67]
Clayman, Barbara
--Calm People Get Ulcers, Too [2/88-p77]
Conners, Kathy
--How To Save A Small Business [11/88-p9]
Cook, A. J.
--The Roof Is Off Tax Shelters [8/88-p42]
Croft, Nancy L.
--Finding The Right Franchise (with Meg Whittemore) [2/88-p53]
--Franchisors Show Their Wares [3/88-p61]
--Getting Past The Hassles [5/88-p49]
--The Great American Dream Machine: Crank Cautiously [6/88-p39]
--Marketing With A Twist [4/88-p88]
--To Be Young And In Business (with Dan Dickinson) [3/88-p63]
--Training Your Eye to See The Future [3/88-p51]
Cowan, Robert A.
--When The Thrill Is Gone [3/88-p31]

Dark, Sandra
--Putting Profits On The Menu [7/88-p41]
Dickinson, Dan (with Nancy L. Croft)
--To Be Young And In Business [3/88-p63]
Dilks, Carol
--Pain Management: Making The Unbearable Bearable [9/88-p63]
--Restyling Your Life To Shed Extra Pounds [1/88-p35]
--Those Tender Tendons [8/88-p63]
--User-Friendly Hospitals [5/88-p74]

Ferrell, James E.
--Don't Let Lenders Curb Your Growth [9/88-p12]
Finney, Martha I.
--The Gentle Art Of Sailing [10/88-p86]
--Natural Selection [9/88-p58]
--"A Slice Of People's Lives" [10/88-p85]
Franzmeier, Stephen A.
--Are We Having Fun Yet? [3/88-p78]
Fugleberg, Paul
--Flying High In Big-Sky Country [11/88-p78]

Gage, Diane (with Vicki T. Gibbs)
--Don't Be A One-Man Band [11/88-p34R*]
Gamlin, Joanne
--Man On A Fast Track [4/88-p68]
Garofolo, Gene
--Bidding For Success [9/88-p42R*]
Gatty, Bob
--Home Comforts Away From Home [3/88-p54]
Gibbs, Vicki T. (with Diane Gage)
--Don't Be A One-Man Band [11/88-p34R*]
Golob, Steven
--Export Expertise [1/88-p26]
--Exporting By The Book [2/88-p64]
--How To Fare Well At The Fair [7/88-p61]
--Making Trade Freer, Fairer [10/88-p57]
--Moving Exports By Computer [3/88-p42]
--No Ebb Tide For Imports [9/88-p18]
--Overcome Hurdles At Home: Export [6/88-p47]
--PCs On The High Seas [4/88-p28]
--Sell Overseas At Trade Fairs [3/88-p57]
--Tapping Japan's Lucrative Market [11/88-p85]
--U.S. Exports' Elastic Strength [12/88-p10]
Gordon, Bonnie
--Settling Conflicts Among Your Workers [3/88-p70]
Gray, Robert T.
--Arguing Against Tax Increases [10/88-p51]
--"The Consumer Is The Boss" [11/88-p32]
--Making Ethics Come Alive [6/88-p65]

Greco, Gail
--Teams Score Victories At Work [4/88-p38]
Greiff, James
--Going Public Means Baring All [6/88-p28]
Grothe, Mardy (with Peter Wylie)
--Breaking Up Is Hard To do [7/88-p24]
--Resolved: I'll Be A Better Boss [1/88-p43]

Henderson, Carter
--Managing To Be Productive [8/88-p26R*]
Higdon, Hal
--A Walk On The Mild Side [10/88-p81]
Hoffer, William
--The Electronic Blackboard [4/88-p65]
--Errors On The Job Can Be Reduced [4/88-p62]
--Get Worrying Under Control [3/88-p29]
--Taking Stock Of Your Broker [7/88-p34]
--Watcher Of The Watchmen [2/88-p76]
Holzinger, Albert G.
--A Big Boost For Small Exporters [5/88-p12]
--Bush, Dukakis And Business [10/88-p14]
--Business Targets Labor's Wish List [1/88-p32]
--Down To Business With The Candidates [3/88-p38]
--High Marks For The 100th [12/88-p14]
--Once Around The Park [6/88-p60]
--The Real Costs Of Benefits [2/88-p30]
--The Sweet Smell Of, Well... [8/88-p56]
--Tough Trading In The Tea Leaves [5/88-p43]
--Whipping Up Trading Fervor [8/88-p13]
--Worker Law Proves Workable--So Far (with John M. Hood) [8/88-p30]
--U.S.-Canadian Trade--Free At Last? [4/88-p30]
Hood, John M. (with Arthur G. Holzinger)
' Worker Law Proves Workable--So Far [8/88-p30]
Hotch, Ripley
--Surviving A Start-Up With Sleeves Rolled Up [4/88-p4]
--"Treat Customers With Respect" [11/88-p30]

Jaffe, Dennis t.
--Buying Back Your Business [11/88-p41]
--How To Sell Your Business [11/88-p38]
--Taking Stock Of Your Family Business [2/88-p72]
--Johnston, Kevin B.
--Have Your Cash And Borrow, Too [7/88-p44]

Korporaal, Glenda
--Australia [2/88-p47]
Kaufman, Steven B. (with Melinda W. Nahmias)
--One-Stop Car Shopping [1/88-p42]
Kerwin, Kathleen
--Carry-Out Consultants [6/88-p50R*]
King, Marcia
--Having A Foot Ball [2/88-p75]
Knocke, Alison A.
--At Home On The Job: A Change Of Place For A Better Life [10/88-p36]
--Hidden Figures On Women [9/88-p40]

Lavin, Joaquin
--Chile [10/88-p63]
Leepson, Marc
--Building A Business: A Matter Of Course [4/88-p42]
--Does Wellness Really Work? [8/88-p46]

Loutfi, Ali
--Egypt: Economic Awakening [1/88-p34B*]

Macnow, Glen
--The Big Tent [3/88-p81]
--Diamonds In The Dirt [7/88-p52]
--NFL Films Is Scoring High [9/88-p44]
Mandell, Mel
--Calling All Cars: The Cellular Connection [11/88-p46]
Marth, Del
--The Sweet Taste Of Success [3/88-p33]
--Woman Of Steel [2/88-p85]
Mason, Jean K.
--Selling Father's Painful Legacy [9/88-p30]
McCarthy, Donald (with Juan Antonio Perez)
--Mexico [5/88-p42M*]
Michaels, Julia
--Brazil/U.S. Business: How It Is Working, How You Can Participate [4/88-p69]

Nahmias, Melinda W. (with Steven B. Kaufman)
--One-Stop Car Shopping [1/88-p42]
Nelton, Sharon
--Basking In Reflected Glory [3/88-p34]
--Beyond Scandal [8/88-p49]
--Damaging By The Numbers [8/88-p51]
--Don't Call Me; I'll Call You [2/88-p4]
--Don't Leave Confusion As Your Legacy [12/88-p32]
--Family Business: A Hot Market [9/88-p22]
--From Boardroom To Classroom [2/88-p40]
--From The Ground Up [6/88-p37]
--Going To The Dogs (And Cats) [7/88-p26]
--Home, Sweet Modular Home [4/88-p93]
--Look For Leaders On The Job [10/88-p67]
--Meet Your New Work Force [7/88-p14]
--Motivating For Success [3/88-p18]
--Tragic Lessons From Louisville [6/88-p36]
--When Widows Take Charge [12/88-p40]

O'Brien, Mark
--Take A Ride On The AMT [8/88-p64]

Padwe, Gerald W.
--For Your Tax File, January through May and July through December issues
Pepper, Jon
--Let Your PC Comb The Archives [4/88-p53]
--Voice Mail Keeps You In Touch [6/88-p54]
Perez, Jose Antonio (with Donald McCarthy)
--Mexico [5/88-p42M*]
Peters, Nancy A.
--Sharpen Your Focus And Aim High [8/88-p9]
Platt, Stuart F.
--The Defense Business Needs Small Business [7/88-p9]

Robinow, Wolfgang
--Southern Germany [11/88-p49]
Romig, Jack
--Man Bites Dog [6/88-p38]
Rooney, J. Patrick
--Mandating Health Care Would Eliminate Jobs [5/88-p4]

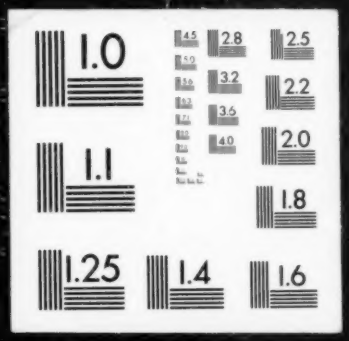
Scaglione, Fred
--Quality Works [6/88-p52]

Sherman, Andrew J. (with Meg Whittemore)
--Ask The Franchisor, And Ask Yourself [10/88-p71]
Shewmaker, Jack
--The Master Sellers [11/88-p20]
Sorenson, Laurel (with John L. Ward)
--Bringing The Kids Into Your Business [2/88-p70]
--The Joy Of Family Meetings [6/88-p33]
--Letting Go: An Act Of Courage [12/88-p32]
--Turning Children Into Managers [8/88-p49]
Spath, Luther
--Baden-Wurttemberg Welcomes Free Trade [11/88-p51]
Springer, P. Gregory
--AIDS Education On The Job [3/88-p66R*]
Stack, Bill
--The Steel-Plate Special [8/88-p54]
Stern, Thomas (with John T. Bennett)
--Korea [7/88-p45]
Stressels, Paul N.
--For Your Tax File, May through August, October through December issues
--The Best From Your Banker [9/88-p64]
--Driving Rich [10/88-p82]
--Last-Minute Tax Strategies [4/88-p44]
--Retirement Money: How Much Is Enough/ [12/88-p54]
--Writing Checks On Your Home: A Good Idea Or Not? [11/88-p72]
Strauss, Franz Josef
--Bavaria's Hospitable Economic Climate [11/88-p51]
Szabo, Joan C.
--Small Business Update, February through November issues
--Above-Board Bottom Lines [10/88-p56]
--Cooling But Still Favorable (with Roger Thompson) [1/88-p16]
--Hot New Markets Of The 1990s (with Nancy Croft Baker) [12/88-p20]
--Make Sure Your Business Outlasts You [9/88-p36]
--More Tax Changes In '88 [2/88-p28]
--Tax Hikes May Reach Services [4/88-p33]

Taylor, Ted
--Working Around Workers' Injuries [7/88-p39]
Thompson, Roger
--Business Plans: Myth And Reality [8/88-p16]
--Caring For The Children [5/88-p18]
--Cooling But Still Favorable (with Joan C. Szabo) [1/88-p16]
--Deciding Who's To Blame [5/88-p26]
--A Riskier Year For Insurers [6/88-p22]
Tordjman, Jean-Daniel
--France, A Major Economic Power [3/88-p48]
Trussell, Tait
--The Untypical Typical Millionaire [11/88-p62R*]

Ward, Christine and Spencer
--Low Riding, High Flying [10/88-p87]
Ward, John L. (with Laurel Sorenson)
--Bringing The Kids Into Your Business [2/88-p70]
--The Joy Of Family Meetings [6/88-p33]
--Letting Go: An Act Of Courage [12/88-p32]
--Turning Children Into Managers [8/88-p49]

Watts, Carol K.
--Doing Good Business Even At The End [10/88-p61]
Weiss, Julian
--Zap! You're Successful! [5/88-p54]
Whittaker, Michael
--Making A Mark--Beautifully [1/88-p24R*]
Whittemore, Meg
--Ask the Franchisor, And Ask Yourself (with Andrew J. Sherman) [10/88-p71]
--Do Your Franchise Homework [10/88-p70]
--Finding The Right Investment (with Nancy L. Croft) [2/88-p53]
Wingo, Walter
--Investing: After The Fall [2/88-p25]
--Portfolio Preferences For Cautious Investors [12/88-p48]
Woodring, Jeannie
--"Sooty Bob" Cleans Up [9/88-p56]
Wylie, Peter (with Mardy Grothe)
--Breaking Up Is Hard To Do [7/88-p24]
--Resolved: I'll Be A Better Boss [1/88-p43]
Wynn, Jack
--Bright Ideas [8/88-p53]
--An Innovative Business Tool [2/88-p42]
--A New Way to Split A Vacation Property [6/88-p59]
--Where The Money is [10/88-p76]


1.0
2.8
2.5
3.2
2.2
3.6
2.0
4.0
1.1
1.8
1.25
1.4
1.6